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## First 5 Joins First Lady Maria Shriver in WE Connect Campaign



First 5 Executive Director Kris Perry teams up with First Lady Maria Shriver and "Sweet" Alice Harris, a well-known community activist, at "WE Connect" in Los Angeles.

In early February, First 5 California joined First Lady Maria Shriver at four events statewide that were part of the WE Connect campaign, a public-private partnership

encouraging low-income working residents to tap into important programs and resources including government benefits. Kris Perry joined Shriver at the Los Angeles event along with First 5's Hands-On Health mobile exhibit. Mary Anne Riehl-Campos and Dung Tran from Program Management Team joined Shriver at the Fresno event where they distributed more than 400 *Kits* to new parents, grandparents, caregivers and soon to be parents. Thanks also to First 5 Sacramento and First 5 San Francisco for handing out the *Kit for New Parents* at WE Connect events to ensure families had access to important parenting information at no cost.

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## Stronger Together - Exploring a Collective Advocacy Effort for Children Zero to Five



First 5 Commissioner Molly Munger

Continuing a discussion from the Children Now Policy Day last November, the first of three more informal small gatherings, called

"water coolers," was held on February 29 in Sacramento. The idea is to provide an informal place where people working on early childhood issues can gather and talk, like around a water cooler. Discussion centered on the promises and pitfalls in the current landscape and shared goals. The turnout was impressive and included the California Association for Family Child Care, California Community Foundation, First 5 Association of California, CCSESA, CSBA, Child Care Law Center and many others. Marva Lyons, President of the California Association for Family Child Care, said she was excited about being a part of the group. "It's like being in a choir and getting to sing the same song," she said. "We are better together."

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### **First 5 F.A.N. Club Expands to Hobee's**



The First 5 F.A.N. Club has a new partnership with Hobee's, a family-owned restaurant chain that has been in business for 35 years. With a Latino and Asian customer base, Hobee's has locations throughout Northern California in Stanford, Palo Alto, Mountain View, Redwood Shores, Campbell, Sunnyvale, Cupertino and North San Jose. Thanks to the new partnership, 1,600 First 5 F.A.N. Club placemats and crowns will be distributed to customers every Wednesday, when kids eat for free. Additionally, the English and Spanish-language *Kit for New Parents* will be displayed at eight Hobee's locations.

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### **2008 Winter Webinar Successful**



The First 5  
California County  
Commission  
Technical  
Assistance Team

presented its 2008 Winter Webinar entitled “Hello My Name Is: Mom.” The goal of the presentation was to help commissions continue to reach more families, build their brands and hone local media relationships. If you missed the training and would like a copy of the presentation along with leave-behind materials, please contact The Rogers Group at [f5countyta@rogerspr.com](mailto:f5countyta@rogerspr.com).

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### **Hands-on Health Van Tour Phase 5**

Commissions, start your engines! Phase 5 of the Hands-on Health mobile van tour is kicking into gear beginning Saturday, April 5. The final schedule – to be introduced next week – includes visits to all county commissions who have not yet hosted the exhibit.



The van is getting an early start outside the regular schedule of Phase 5 with visits to key ethnic events

around the state. In February, the van attended the Tet Festival in Garden Grove and the Chinese New Year Community Street Fair in San Francisco to target APIA audiences. These events reached 13,000 and 14,000, respectively, and included participation by both Orange County and San Francisco county commission grantees.

This month, the van will visit two well-attended African American events. On March 22, the van will be in Los Angeles for the KJLH Easter Eggstravaganza event before heading north for the Sacramento Black Expo on March 28-30. We look forward to reaching many families with First 5 messages!

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### **New Staff at First 5**

Communications welcomes back Bill Madison as its new Information Officer II. Bill returns after a

brief stint with the California Student Aid Commission.

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### **Save the Date: CARES Conference**

The 2008 Conference "Supporting the Full-Spectrum of the Early Learning Workforce: from Intentional Recruitment to Retaining Leaders," will be held April 28 - 29 in South San Francisco. The conference will bring together early child care and education providers from across California and highlight promising practices and current research on early childhood workforce issues. Discussions will include professional development for and strategies to retain persons currently in the field and effective approaches to increase the pool and quality of training for prospective early child care and education providers.

The featured keynote speaker (April 28 at noon) is Delain Eastin, former California Superintendent of Education.

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### **Save the Date: First 5 California 2008 Annual Statewide Conference**



Please save May 22-23 for the First 5 California 2008 Annual Statewide Conference, "First 5's Next 5: Roadmap to Readiness." This year's conference will be held at the Anaheim Marriot in Orange County. The annual conference provides a forum in which county commissions, local partners, and experts from related fields can highlight successes and promising practices. On May 21 there will be pre-conference institute sessions covering evaluation, school readiness, financial planning, and a new commissioner orientation.

Stay tuned to the First 5 website [www.ccfc.ca.gov](http://www.ccfc.ca.gov) or the First 5 Association website [www.f5ac.org](http://www.f5ac.org) for

more information and  
[www.cce.csus.edu/conferences/first5/08/first5\\_08p.htm](http://www.cce.csus.edu/conferences/first5/08/first5_08p.htm)  
to register.

See you there.

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### **Evaluation Technical Assistance**

The Research and Evaluation Team held a technical assistance conference call on February 21. The notes from this call and information about accessing the conference call recording are on the First 5 Web site under Statewide Evaluation.

The 2008 Schedule of Technical Assistance Conference Calls is available at [www.first5eval.com/reference.htm](http://www.first5eval.com/reference.htm). Please check the Web site for details regarding the next technical assistance conference call scheduled for Friday, March 21 from 10:00-10:30 a.m.

As a reminder, if you have any evaluation questions or if you need assistance with PEDS, please email [evaluation@ccfc.ca.gov](mailto:evaluation@ccfc.ca.gov).

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### **Power of Preschool (PoP) Network Meeting**

More than 40 representatives from the nine Power of Preschool (PoP) Demonstration Projects and First 5 California staff met on February 6 in Sacramento for a PoP Network meeting. The discussion included reviewing and revising participation and fiscal data and sharing county experiences. In addition, Desi Soto with the California Department of Education's Child Development Division, discussed the Department's recently released *California Preschool Learning Foundation, Volume 1* and shared answers to frequently asked questions.

Updated Participation Projection worksheets were due to Maria Balakshin by February 29. If your county has not yet completed this task, please do so as soon as possible and e-mail Maria at [mbalakshin@ccfc.ca.gov](mailto:mbalakshin@ccfc.ca.gov).

To order a copy of *California Preschool Learning Foundation, Volume 1*, please visit the California Department of Education (CDE) Web site at [www.cde.ca.gov/re/pn](http://www.cde.ca.gov/re/pn) or call the CDE Press Sales Office at (800) 995-4099.

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### **County Fund Distributions**

The Monthly Distributions for Fiscal Year 2007/08 are available on the First 5 California Web site at [www.ccfc.ca.gov/commission/fiscal.asp](http://www.ccfc.ca.gov/commission/fiscal.asp). The report titled "Disbursement to Counties" provides current information on the total funds to date authorized for release by First 5 California to First 5 county commissions.

Since the release of the February County Connection, the following revenues and disbursements were authorized and submitted to the State Controller's Office for release to counties: January 2008 Tax Revenues; Power of Preschool Demonstration Projects reimbursement; Health Access reimbursement; and Small Population County Administration Augmentations.

If you have questions regarding tax revenue, please contact Sandy Beck at (916) 263-1018, or by e-mail at [sbeck@ccfc.ca.gov](mailto:sbeck@ccfc.ca.gov). For questions regarding program funding, contact your assigned program consultant.

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### **Legislative Update: Protecting Proposition 10**

First 5 California has worked in collaboration with county and Association staff to collect fiscal and outcome data from the 58 county commissions. We received the last of the requested information on February 26.

We have established a "Message Workgroup" that is charged with the task of coordinating our joint state and local messages. The members of the workgroup from First 5 California are Stacie Sormano, Research and Evaluation, Marsha

Jones, Legislative and Governmental Affairs and Elisa Bupara, Communications. The county representatives on the workgroup are Mike Ruane, Orange, Nina Machado, Amador, Carol Baker, Los Angeles and Rebecca Gebhart, Alameda. The workgroup is currently analyzing program outcome and fiscal information and anticipates sharing the results soon.

This information is critical to helping us create compelling messages that will protect Proposition 10 funding that supports the First 5 cause. We thank you for all of your efforts in providing this data to us.

Moving forward we will:

- Develop key messages related to the value of First 5 programs and sustainability.
- Develop statewide messages that each First 5 county commission can customize and augment with information related to their unique programs.
- Identify key local and state level audiences and develop strategies to target those audiences.
- Provide training to ensure we deliver consistent powerful messages.

We will keep you informed as we complete each phase of our plan.

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## **2007-08 Regular Session of the Legislature**

Approximately 2,300 bills were introduced by the February 22 legislative deadline. First 5 California staff is analyzing the legislation to determine issues that further the goals and objectives of First 5 California's Strategic Plan. The policy committee hearings will begin in earnest at the end of March.

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## **Update on New Program Management Team Offices**



Last month we shared that the Program Management Team (PMT) established two new offices, each with a separate administrator. Soon you will be receiving an e-mail from PMT which will familiarize you with this new structure. It will contain a document that includes PMT programs with contact names and telephone numbers.

The new offices, along with new managers eliminate the need for regional assignments. If counties have questions or concerns that should be directed to First 5 management, please feel free to contact Sarah Neville-Morgan, Deputy Director of the PMT Offices, (916) 263-1154; Camille A. Smith, Administrator of the Office of Early Care and Education, (916) 263-1066 or Mike Fuller, Administrator of the Office of Healthy Development, (916) 263-1324.

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